

having an axis defined at a shaft center and coaxially aligning with an axle axis of the car wheel;

a pendulum weight formed on a lower portion of said rotating disk; and

a decorative feature including emblem, logo, trademark, figure and design formed on a front surface of said rotating disk;

said housing formed as a cylindrical shape having a cylindrical wall formed on a housing bottom, a bushing formed in a central portion of the housing for engaging a bearing in said bushing for rotatably mounting the shaft therein, and a front rim which is combined with a transparent cover to encase the rotating disk and the decorative feature within an interior confined by the housing and the cover;

whereby upon rotation of said housing along with the rotation of ~~a~~ the car wheel when driving a car, said rotating disk is gravitationally pendent to constantly orient said decorative feature in an upright position for a clear display thereof without being simultaneously rotated with the car wheel and the housing.

2. (canceled)

3. (canceled)

4. (canceled)

5. (canceled)

6. (canceled)

7. (currently amended)An emblem means according to Claim ~~2~~ 1, wherein said housing further includes an adhesive layer formed on a back portion of the housing to be adhered to a bottom of the

recess.

8. (canceled)

9. (currently amended) An emblem means according to Claim ~~8~~ 1, wherein said housing further includes a sealant provided to firmly fasten the housing in ~~a~~ said recess formed in ~~a~~ said wheel disc.

10. (canceled)

11. (canceled)